

20 September 2024

## ASX Announcement Airtasker Limited (ASX:ART)

### Spark Plus Australian Equities Day Presentation

Airtasker Limited (ASX:ART) is pleased to lodge the attached presentation being made by Chief Executive Officer Tim Fung at the Spark Plus Australian Equities Day in Singapore today.

– Ends –

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#### About Airtasker

Airtasker Limited (ASX:ART) is Australia's leading online marketplace for local services, connecting people and businesses who need work done with people who want to work. With a mission to **empower people to realise the full value of their skills**, Airtasker aims to have a positive impact on the future of work by creating truly flexible opportunities to work and earn income. Since launching in 2012, Airtasker has put more than \$600m into the pockets of workers (payments made after all fee revenue is deducted) and served 1.8m unique paying customers across the world. For more information visit: [investor.airtasker.com](http://investor.airtasker.com).

***This announcement was approved for release by the Board of Directors of Airtasker Limited.***

Airtasker

SPARK PLUS  
**AUSTRALIAN EQUITIES  
DAY PRESENTATION**

20 September 2024



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**It began with a  
chicken truck**





Airtasker is building

# the world's most trusted marketplace to buy and sell local services.

We connect people who need work  
done, with people who want to work.



Our mission:

# To empower people to realise the full value of their skills.

Creating jobs isn't a by-product of the work that we do: it's our core purpose.



"Thanks to Airtasker I found a quick way to pay off a massive vet bill...

...and I'm now using my side hustle earnings to pay my mortgage!"



"Airtasker provides me with flexible work where I choose when, where and who I want to work with.

This way of working will never get old for me!"

# Unique Value Proposition



## Open Community

Built on transparency and accountability to enable trust with an efficient light touch operating model.



## Infinitely Horizontal

Unifying a fragmented local services industry and creating entirely new service categories.



## For Customers:

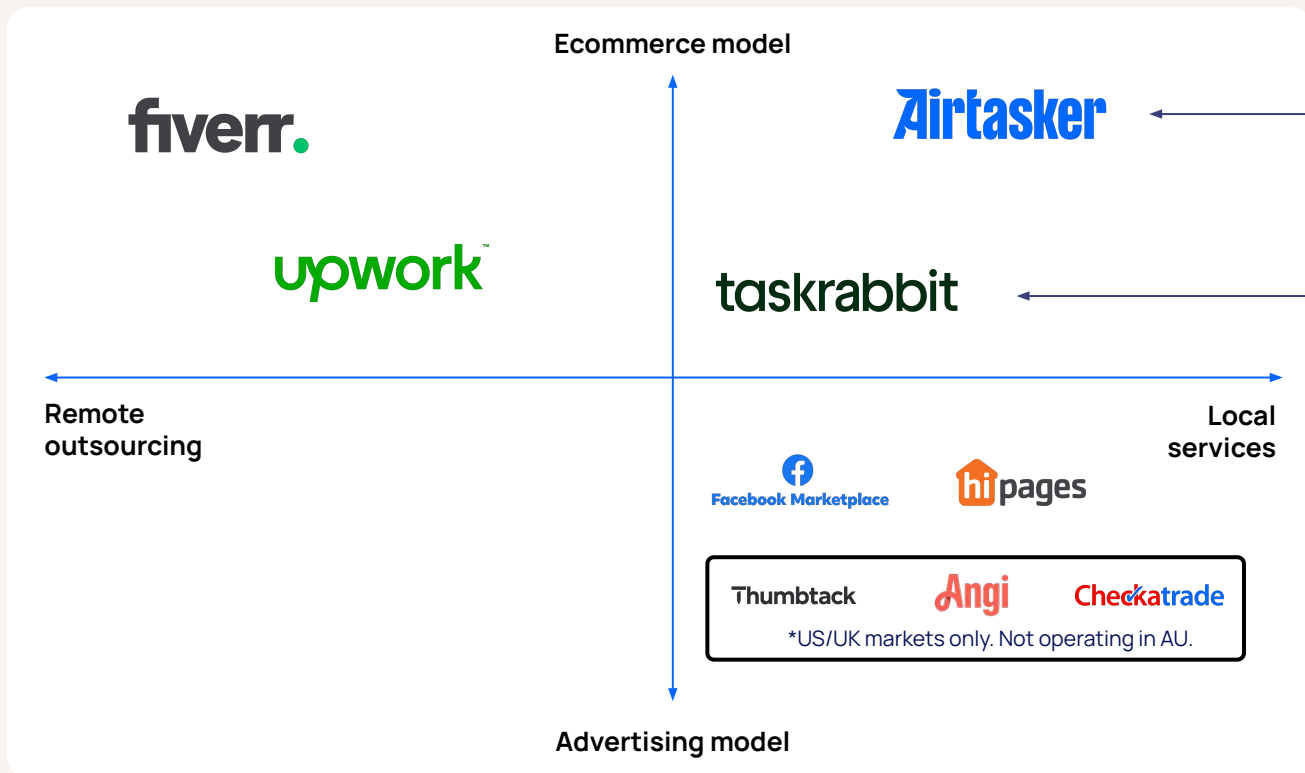
- Super fast responses
- Huge range
- Great value



## For Taskers:

- Instant work
- Pricing control
- Complete flexibility

# Competitive landscape: Airtasker is uniquely positioned as a global platform for local services



## Community model

Free to join. Customers choose who they work with based on ratings, reviews and verified qualifications.

## Curated supply model

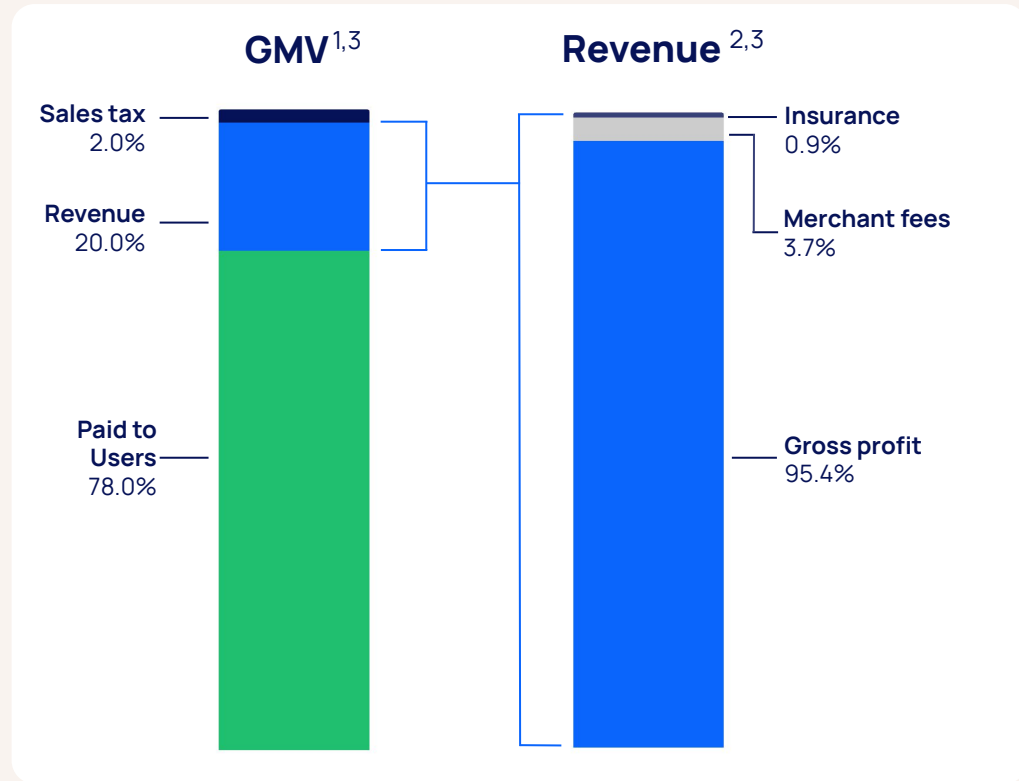
Workers pay an upfront fee to join and Taskrabbit selects which workers can access jobs.

Thumbtack Angi Checkatrade

\*US/UK markets only. Not operating in AU.



# Revenue model tightly aligns Airtasker with Tasker success



## How does Airtasker make money?

- Free to post a task and receive offers.
- Free to access jobs and create quotes.<sup>4</sup>
- Fees are charged when customers and Taskers experience marketplace value (at the point of connection, task completion or in certain cases task cancellation).

## Win-win business model:

- **Low risk for Taskers.** Unlike advertising models, Taskers can access jobs with no upfront fees.
- **Wide range.** No upfront fees means customers access the greatest range of services.
- **Strong gross margin.** Light touch model delivers 95%+ gross margins.

1. Gross marketplace volume (GMV) for Airtasker only. GMV represents the total price of all tasks booked through the Airtasker marketplaces before cancellations and inclusive of price adjustments between customers and Taskers, bonuses paid by customers to Taskers, fees payable by customers and Taskers to Airtasker, and any applicable sales taxes.

2. Revenue comprising the Airtasker and Oneflare marketplaces.

3. Based on FY24 financial data.

4. On the Airtasker marketplace.

# Financial Highlights

- 🏆 Positive free cash flow in FY24
- 🏆 Australian marketplaces growing 24.2% CAGR<sup>1</sup> generating \$31.0m annual free cash flow
- 🏆 \$17.8m<sup>2</sup> in cash and term deposits
- 🏆 \$28.0m<sup>3</sup> in advertising inventory from a growing suite of global media partners
- 🏆 \$955b<sup>4</sup> total addressable market in UK and US

1. 4 year CAGR FY20 to FY24.

2. As at 30 June 2024.

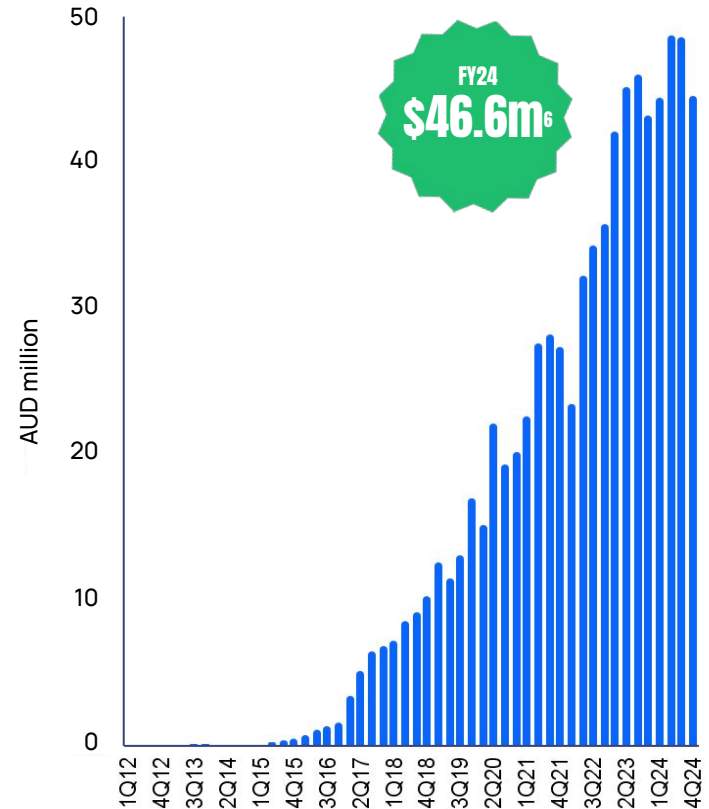
3. As at 2 September 2024.

4. Total Addressable Market ('TAM') in the UK \$78.0b and in the US \$876.6b (Frost and Sullivan, 2024).

5. Quarterly revenue run rate multiplied by 4.

6. Airtasker Group Revenue as per the FY24 financial statements.

## Annualised Group Revenue<sup>5</sup>

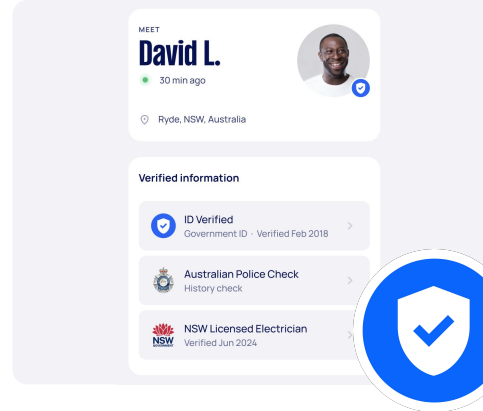


# Continuous investment in core product experience



## Brand Investment

Drive brand salience and leverage the breadth of customer demand we can address via our two-brand strategy.



## Marketplace Trust

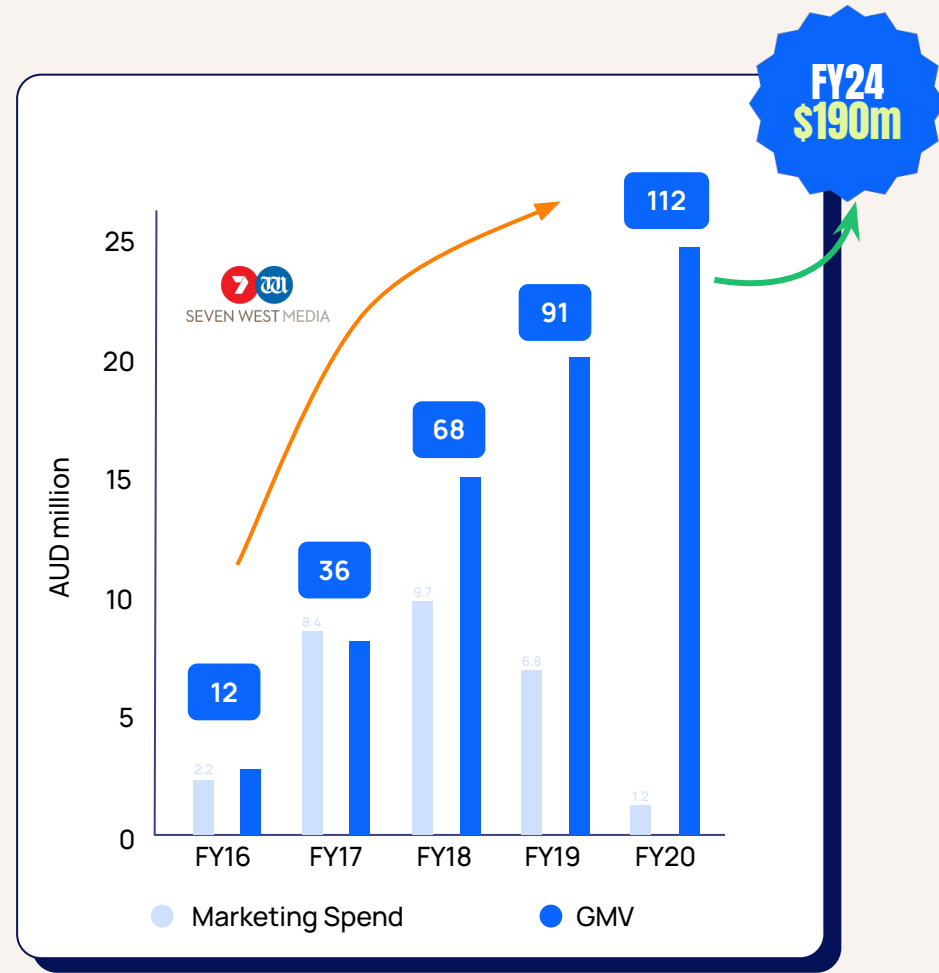
Enhance trust signals across profiles and offers to enable greater customer confidence and sales funnel conversion.

# A proven model to build profitable marketplaces

In FY24, our Australian marketplaces generated \$31.0m of cash flow:

Revenue <sup>1</sup>	\$45.2m
Expenses <sup>2</sup>	\$14.2m
<b>Cash flow<sup>3</sup></b>	<b>\$31.0m</b>

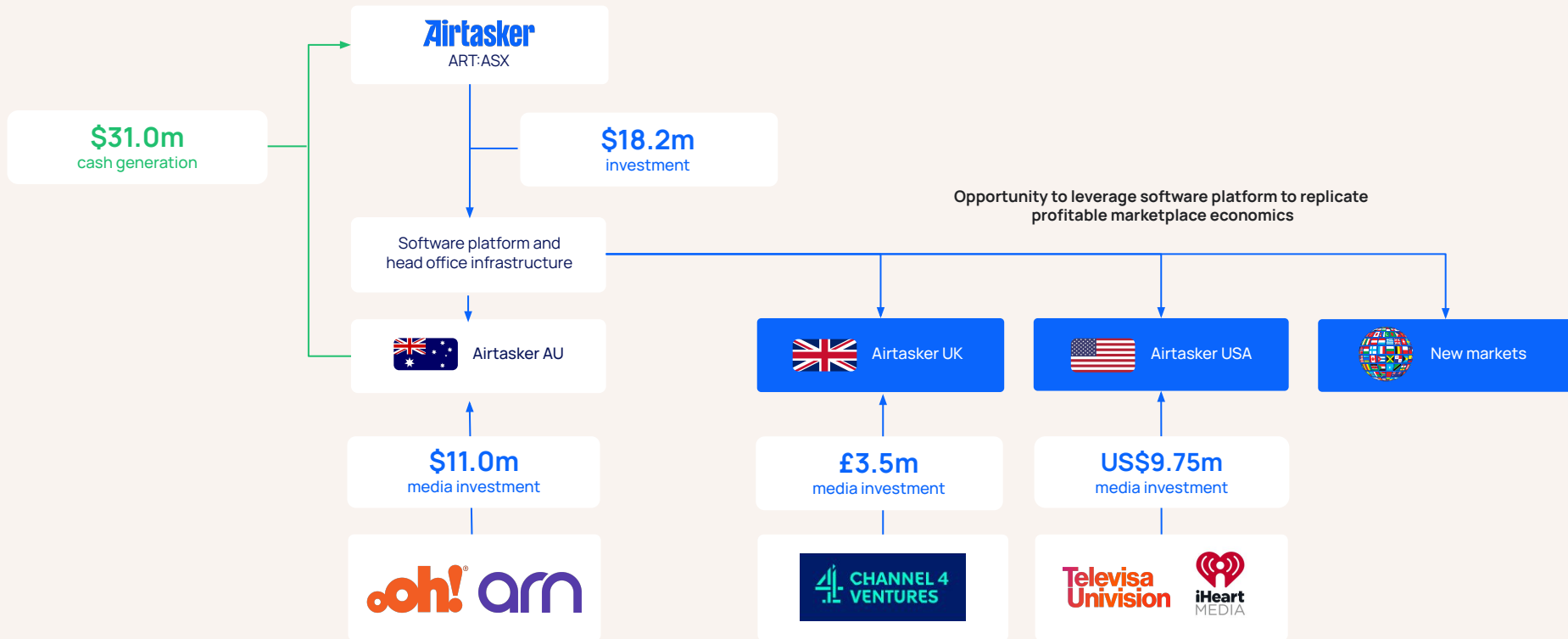
1. Revenue relating to the Established Marketplaces Segment as disclosed in note 4 of the FY24 financial statements.
2. Calculated as the difference between revenue and EBITDA for the Established Marketplaces Segment as disclosed in note 4 of the FY24 financial statements.
3. Cash flow represents EBITDA for the Established Marketplaces Segment as disclosed in note 4 of the FY24 financial statements, less material non-cash items.





# Opportunity to leverage our scalable software platform, turbocharged by local media partnerships

Australian marketplaces generate free cash flow in excess of software platform and head office infrastructure investment



# AUSTRALIA



## oh!

### Australia's #1 out of home company

Over 35,000 sites across Australia including billboards, street furniture, airports, office towers and retail centres driving 98% metro reach.

## arn

### 58 radio stations across Australia

Extensive network of radio stations including KIIS FM, Pure Gold and CADA - which feature popular Australian media talent including Kyle & Jackie O, Will & Woody and Jonesy & Amanda - as well as the world's fastest growing digital entertainment platform iHeartRadio.



# CASEFILE





**47 million people**

Channel 4 reaches 47m people (78% of all UK individuals) each month.<sup>1</sup>

**1.2 billion streams**

Channel 4 owns the UK's biggest free streaming service with more than 1.2b views every year.<sup>1</sup>

1. <https://www.channel4.com/corporate/about-4/who-we-are/channels-and-platforms>





# UNITED STATES



## 276 million monthly audio listeners

860 broadcast stations in 160 US cities and a podcast network with over 252 million monthly downloads; reaching 9 out of 10 Americans every month.

## Televisa Univision

## 100 million daily TV, audio and digital audience

38 cable networks in major US Hispanic markets plus streaming service Vix which has over 50 million globally monthly active users and digital properties reaching over 100 million daily users.

# Radiolab

JASON BATEMAN SEAN HAYES WILL ARNETT



## The Daily

## STUFF YOU SHOULD KNOW



## Las Culturistas



# Our growing suite of market leading media partners...



**TELEVISION**

£3.5m



**OUTDOOR**

\$5.0m



**AUDIO**

\$5.0m



**AUDIO**

US\$5.0m

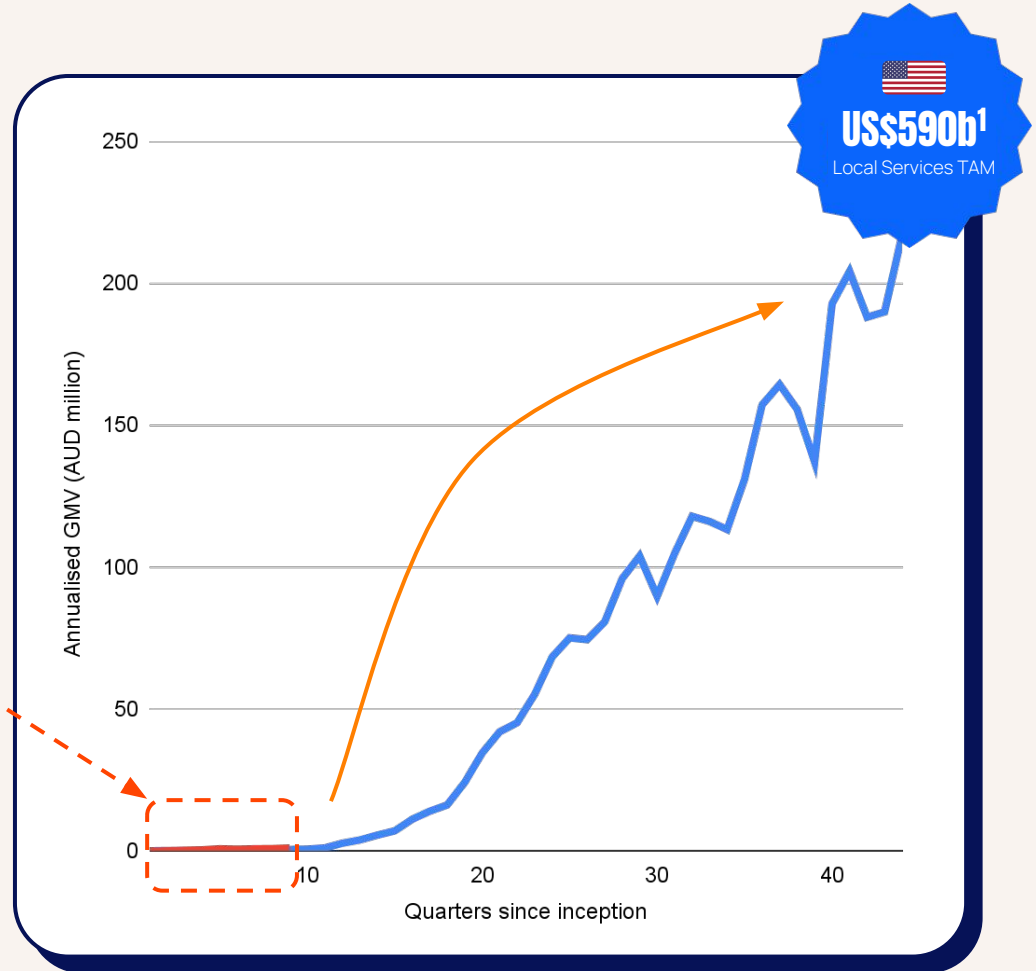
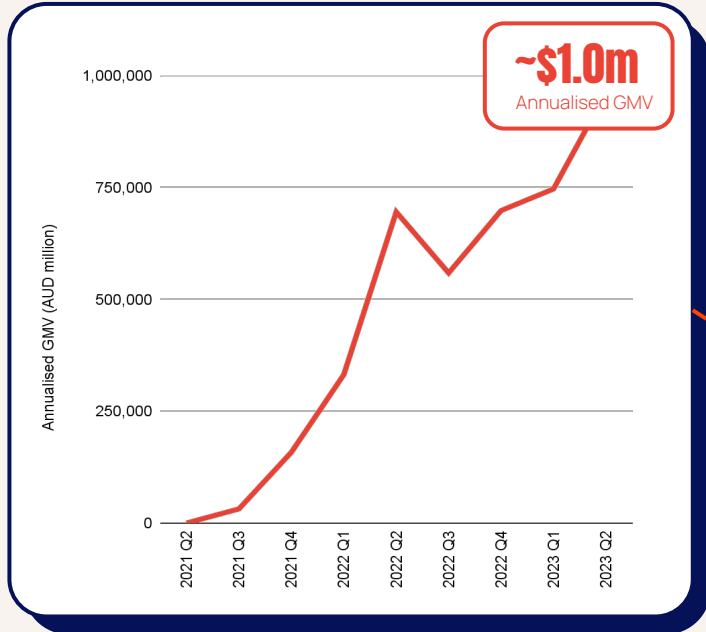


**TELEVISION**

US\$4.75m

The opportunity:

# Scale a proven model with a proven playbook in the 10x larger US and UK markets



1. Frost and Sullivan, 2024.

**Airtasker**



# AIRTASKER. YEAHTASKER!



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**Thank you!**

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